



Dear Supplier Partner:

The Eighth Annual Pittsburgh Wine Festival is scheduled for Thursday May 6, 2010 at Heinz Field. We are excited about your participation in another successful festival, and we would like you to be aware of some changes in the schedule for this year's festival and the information needed for registration and lodging.

Upon your acceptance of the PLCB's invitation to attend The Pittsburgh Wine Festival, your contact information and brands will be forwarded to the Pittsburgh Wine Festival office. THIS SERVES AS YOUR REGISTRATION (See attached payment form and payment information). Once the registration process has been completed you will receive a notice of your table assignments. You can expect this to arrive about a month before the Festival date. Further event logistics will be sent to you and posted on our site at www.pittsburghwinefestival.com under the Vendor Info link.

If you have any questions, please do not hesitate to contact Dale Markham at (412) 915-7202 or dmarkham@pittsburghwinefestival.com. For onsite (Heinz Field) logistic information please contact the onsite event coordinator Vicki Violi at (412) 877-0313 or via email at vickie.violi@gmail.com.

We look forward to collaborating with you to successfully grow awareness of and appreciation for your brand(s).

Sincerely,

The Pittsburgh Wine Festival Team

EVENT LOGISTICS

PRODUCT DELIVERY

The Pittsburgh Wine Festival anticipates attendance to be in about 2900 people (approx. 400 for Trade Tasting, 500 for the VIP Tasting, 2000 for Grand Tasting). Please adjust your anticipated wine pours to this figure. In the past, some vendors have been unprepared to handle the volume of the attendants and have run out of wine mid-event. All products should be delivered or shipped to the Heinz Field/Aramark Warehouse located at the North Service Tunnel, Gate 5 beginning on April 26th, 2010. Please be sure your product cases are marked with your Table Number, Company Name AND with the words "Wine Festival" to ensure proper delivery to your booth (you will know your table number by this time). It is preferred that you provide your product prior to the day of the event. Due to the volume of business at Heinz Field please do not call the facility to confirm your product delivery – all shipments/deliveries will be accepted between the hours of 8am and 3pm Monday through Friday and size is not a concern.

Please ship to:
Aramark/Heinz Field
North Service Tunnel, Gate 5
500 Art Rooney Avenue
Pittsburgh, PA 15212

SCHEDULE FOR MAY 6, 2010 AT HEINZ FIELD

Vendor Check-In begins at 11a.m.

Restaurant Trade Tasting 2:00-4:00. All vendors pouring wine will participate in this event.

VIP Tasting 5:00-7:00 p.m.

Grand Tasting Event 7:00-9:00 p.m.

Event Schedule Changes

This year the Trade portion of the Festival will run from 2 pm to 4 pm. **Please note that this year guests at the Trade portion of the event will be unable stay for the duration of the event unless they have purchased a ticket for the event.** Guests for the Trade portion of the event must exit the Festival at 4:00 unless they have a ticket to the event. If you have certain key accounts you would like attend the remainder of the Festival, you may purchase tickets at a discounted price. Tickets purchased for the Trade event are limited to 400 total. Please get your requests in as early as possible.

Registration Requirements

Upon your acceptance of the PLCB's invitation to attend the Pittsburgh Wine Festival, your contact information and brands will be forwarded to the Pittsburgh Office. **This is to be considered your Registration.** You will be receiving further correspondence about logistics for the event from our office. **Please see attached table payment form.** The registration fee for each table is \$350. Please also be sure to provide a key contact (phone number and email address) for each table, as further information will be forthcoming.

Tasting Book Information Requirements

The Pittsburgh, Philadelphia and Hershey Wine Festivals will jointly produce the Tasting Book for each festival's participants, with the book being managed out of the Pittsburgh Wine Festival's office. Whether you are participating in one or all of the festivals you will be required to submit information to the following specifications. Each participating winery has the opportunity to include a biography, featured selections and a label for the tasting book which will be distributed at each festival. It is imperative that all materials for the tasting book are received in the following fashion.

DEADLINE FOR ALL SUBMISSIONS IS **March 1, 2010**

- The biography must be no more than 120 words and should include information about the winery/featured wines.
- The biography must be in a TEXT DOCUMENT, not PDF.
- Please include website for winery and region which the winery is located.
- Please include the name of the principal or winemaker that will be present at each event.
- Label must be JPEG format and approximately 2.5 inches wide OR high at 300 dpi.
- The label and Bio can be emailed to the following email address: dmarkham@pittsburghwinefestival.com
- If you cannot provide this type of label file, please mail an actual label to:

Pittsburgh Wine Festival
1 Riverfront Center
20 Stanwix Street, 9th Floor
Pittsburgh, PA 15222
Attn: Dale Markham

- Please include featured selections
- After submission, information cannot be edited.
- Pittsburgh Wine Festival LLC reserves the right to edit material to fit space requirements.

Please note brands will be grouped by **TABLE**. If you have multiple brands being poured at a single table please note which brand is to be presented first (meaning which bottle art will appear on the page).

Table Set Up, Heinz Field

Signage: We will have signage available to designate your brand name and table number, but we encourage you to bring signage to decorate your space (promotional items, giveaways, etc.). The tables are standard six foot tables. Signage should not exceed seven (7) feet in height. As usual the Heinz Field staff will deliver all of your wine products (that you send advance) to your table.

Table Requirements: Each table will be provided with ice and receptacles for disposing of wine and the service staff will assist with this process. If you have any special requests, please email Vicki Violi at vickie.violi@gmail.com. We recommend you bring any easels or wine keys with you. Be warned: many vendor's wine keys were confiscated by airline security last year, which in turn created a shortage (believe it or not!). Take proper precautions as extra wine keys will be unavailable.

If you have a power requirement Heinz Field will charge \$80 (you must bring your own extension cord), it will add to your registration fee. You must request it on your table fee payment form (attached).

At the conclusion of the event anything left behind will be thrown out. Neither Heinz Field nor Pittsburgh Wine Festival will be held responsible for anything left behind.

Parking

Event Day – May 6, 2010

Parking details are being negotiated now. Information will be posted at www.pittsburghwinefestival.com under the Directions link.

Shuttle service will be provided by Pittsburgh Transportation Group and will be ongoing during the event. Shuttle service will be provided to and from most centrally located hotels. Drop off/Pick up will be from Suite entry B and Press Gate during the event.

Check-In On May 6th.

Check in begins at 11 am. Suppliers should check in at Press Gate (West) or Suite B (East) entrance. You will receive a credential upon check in. Three (3) credentials will be issued per table. If multiple brands are sharing a table a total of four (4) credentials will be issued.

The Vendor Lounge will be open to suppliers beginning at 11 a.m.

Vendor Lounge

A lounge area will be available for suppliers at the North Club Lounge. Food will be available in the lounge beginning at 11:30 am and continue until 5 pm.

Auction Items

Each of our Festivals for the last eight years has benefited a major charity in the Pittsburgh Area. For the last four years the beneficiary has been Innovation and Discovery at the University of Pittsburgh Medical Center. UPMC is one of the truly great medical centers in the United States and a leading research facility. The Pittsburgh Wine Festival has help raise 7.25 million dollars with the generous assistance of the hospital and winemakers. We are truly proud of this effort and thank you for all you have done to make this happen. When you send us that oversized bottle or that rare bottle or vacation package for the live and silent auctions you are helping advance medical research. Many of you have given gener-

ously of your time, knowledge, and the fruits of your vineyards at the dinners in private homes that have raised the bulk of the money. Thank you, we could not have done it without you.

Auction form attached.

Lodging Offerings

Several hotels are located in the vicinity of Heinz Field. The contact details are listed below for your convenience:

Sheraton Station Square
300 W. Station Square Drive
Pittsburgh, PA 15219
Phone: (412) 261-2000

Spring Hill Suites
223 Federal Street
Pittsburgh, PA 15212
Phone: (412) 323-9005

Doubletree Hotel
1 Bigelow Square
Pittsburgh, PA 15219
(412) 281-5800

Hilton Pittsburgh
600 Commonwealth Place
Pittsburgh, PA 15222
Tel: (412) 391-4600

Renaissance the Pittsburgh Hotel
107 6th St
Pittsburgh, PA 15222
Phone: (412) 562-1200

Omni William Penn Hotel
530 William Penn Place
Pittsburgh, PA 15219
Phone: (412) 281-7100

Westin Convention Center Hotel
1000 Penn Avenue
Pittsburgh, PA 15222
Phone: (412) 281-3700

EIGHTH ANNUAL PITTSBURGH WINE FESTIVAL

VIP TASTING, \$250; GRAND TASTING, \$125
BENEFITS INNOVATION AND DISCOVERY AT UPMC AND THE UNIVERSITY OF PITTSBURGH
PURCHASE TICKETS OR GET INFORMATION AT WWW.PITTSBURGHWINEFESTIVAL.COM

THURSDAY MAY 6TH

Pittsburgh Wine Festival Auction Items

ITEM: _____

DESCRIPTION: _____

VALUE: _____

DONATED IN THE NAME OF: _____

CONTACT INFO: _____

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ COUNTRY: _____

PHONE: _____

EMAIL: _____

I will be shipping the auction item

I will be bringing the auction item with me

If shipping the item(s) please ship to:

Pittsburgh Wine Festival

1 Riverfront Center

20 Stanwix Street, 9th Floor

Pittsburgh, PA 15222

All auction proceeds benefit Innovation and Discovery at UPMC and the University of Pittsburgh Medical Center. Thank you for your contribution. In order to provide time to prepare for the auctions, please fax this sheet as soon as possible to Pittsburgh Wine Festival at **412-281-2683**.

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THURSDAY MAY 6TH

**Table Fee Payment Form
\$350 Per Table**

Please fill out the information below and send it in even if your local vendor will be taking care of your table fee. Simply indicate the method of payment and reference the name of the payee if you are not remitting payment yourself. If you require power at your table you will incur an additional \$80 charge per table. Please indicate it below.

WINERY: _____
NAME OF COMPANY: _____
BILLING CONTACT: _____
NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ COUNTRY: _____
PHONE: _____
EMAIL: _____

PAYMENT INFORMATION

CHECK ENCLOSED CREDIT CARD OTHER (Please indicate payee name, e.g. Capital, Southern, Majestic, etc.) _____

AMERICAN EXPRESS MASTERCARD VISA DISCOVER

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Credit Card Number				Expiration Date		CVV	

NUMBER OF TABLES _____ I WILL REQUIRE POWER _____ TOTAL \$ _____

CARDHOLDER'S NAME (AS IT APPEARS ON THE CARD) _____

CARDHOLDER'S SIGNATURE _____

BILLING ADDRESS (IF DIFFERENT FROM ABOVE) _____

PAYMENT MUST BE RECEIVED BY APRIL 1, 2010

IMPORTANT: THIS FORM SERVES AS YOUR COMPANY'S INVOICE. PLEASE KEEP A COPY FOR YOUR RECORDS.

MAIL COMPLETED FORM TO:

PITTSBURGH WINE FESTIVAL LLC.
1 RIVERFRONT CENTER
20 STANWIX STREET, 9TH FLOOR
PITTSBURGH, PA 15222
ATTENTION: DALE MARKHAM
PHONE: (412) 281-2681
FAX: (412) 281-2683
EMAIL: dmarkham@pittsburghwinefestival.com